

REMARKS

Claims 21-40 are pending in this application. Applicant has cancelled Claims 1-20, without prejudice, and Applicant has added new Claims 21-40. Applicant respectfully submits that the newly added Claims 21-40 do not contain new matter. Applicant respectfully submits that the present invention, as defined by Claims 21-40, is patentable over the prior art.

Applicant has also deleted the Abstract Of The Disclosure and has substituted therefor the new Abstract Of The Disclosure which is attached hereto on a separate sheet. Applicant respectfully submits that the new Abstract Of The Disclosure does not contain new matter. Applicant respectfully submits that the new Abstract of the Disclosure is in compliance with MPEP 608.01(b).

Based on the foregoing amendments and the following Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

I. DEFINITIONS:

Applicant uses the phrase "at least one of . . . and . . ." in certain of the claims. In all instances, the phrase "at least one of . . . and . . ." means only one item from the list, or any combination of items in the list.

Applicant respectfully submits that the phrase having the form "at least one of A and B", where each of A and B is either a term or a phrase, the phrase "at least one of A and B" means "only A, only B, or A and B". In instances in which three or more terms and/or phrases are present in an "at least one of . . . and . . ." phrase, Applicant provides the following example definitions: the phrase "at least one of A, B, and C" means "only A, only B, only C, or any combination of A, B, and C"; the phrase "at least one of A, B, C, and D" means "only A, only B, only C, only D, or any combination of A, B, C, and D"; the phrase "at least one of A, B, C, D, and E" means "only A, only B, only C, only D, only E, or any combination of A, B, C, D, and E", and so on.

For example, in Claim 21, the phrase "at least one of a good, a product, and a service" means "only a good, only

a product, only a service, or any combination of a good, a product, and a service".

Applicant respectfully submits that the above definitions do not contain new matter. Support for the above definitions can, for example, be found in the originally filed Specification at page 36, lines 9-20.

II. THE OBJECTION TO THE SPECIFICATION:

The Examiner objected to the Abstract of the Disclosure "because it exceeds the 150 word limit." As noted above, Applicant has deleted the Abstract of the Disclosure and has substituted therefor the new Abstract of the Disclosure which is submitted herewith on a separate sheet. Applicant respectfully submits that the new Abstract Of The Disclosure does not contain new matter. Applicant further submits that the new Abstract of the Disclosure is in compliance with MPEP 608.01(b).

In view of the foregoing, withdrawal of the Examiner's objection to the Abstract of the Disclosure and the Specification is respectfully requested.

III. THE 35 U.S.C. §112 REJECTIONS:

The Examiner asserted that Claims 1, 6, 9, 11, 16, 19, and 20 are rejected under 35 U.S.C. §112, second paragraph, "as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention." As noted above, Applicant has cancelled Claims 1-20, without prejudice, and Applicant has added new Claims 21-40. Applicant respectfully submits that Claims 21-40 are in compliance with 35 U.S.C. §112.

In view of the foregoing, withdrawal of the Examiner's rejection under 35 U.S.C. §112 is respectfully requested.

IV. THE 35 U.S.C. §102 REJECTIONS:

The Examiner asserts that Claims 1-20 are rejected under 35 U.S.C. §102(e) as being anticipated by Tedesco, et al., U.S. Patent No. 6,161,059 (Tedesco).

As noted above, Applicant has cancelled Claims 1-20, without prejudice, and Applicant has added new Claims 21-40. Applicant respectfully submits that the newly added Claims 21-40 do not contain new matter. Applicant further submits that the present invention, as defined by Claims 21-40, is patentable over the prior art.

IVA. THE PRESENT INVENTION, AS DEFINED BY CLAIMS 21-40, IS
PATENTABLE OVER THE PRIOR ART:

Applicant respectfully submits that the present invention, as defined by Claims 21-40, is patentable over the prior art. Applicant respectfully submits that the present invention, as defined by independent Claim 21, is patentable over the prior art.

Applicant respectfully submits that the present invention, as defined by independent Claim 21, is patentable over Tedesco. Applicant respectfully submits that Tedesco does not disclose or suggest the present invention, as defined by independent Claim 21. Applicant respectfully submits that Tedesco does not disclose or suggest an apparatus, comprising a receiver, wherein the receiver receives a request for information regarding at least one of a good, a product, and a service, wherein the request is transmitted from a communication device associated with an individual, wherein the communication device is at least one of a personal computer, a laptop computer, a personal digital assistant, a wireless telephone, a video telephone, a watch, and an interactive television, and further wherein the request is transmitted to the receiver on or over at least one of the

Internet and the World Wide Web, all of which features are specifically recited features of independent Claim 21.

Applicant submits that Tedesco does not disclose or suggest the recited apparatus, comprising the recited receiver, wherein the recited receiver receives a request for information regarding at least one of a good, a product, and a service, wherein the request is transmitted from the recited communication device associated with an individual, wherein the recited communication device is at least one of a personal computer, a laptop computer, a personal digital assistant, a wireless telephone, a video telephone, a watch, and an interactive television. Applicant submits that Tedesco does not disclose or suggest the recited communication device which is at least one of a personal computer, a laptop computer, a personal digital assistant, a wireless telephone, a video telephone, a watch, and an interactive television. Applicant further submits that Tedesco does not disclose or suggest the recited apparatus wherein the recited request is transmitted to the recited receiver on or over at least one of the Internet and the World Wide Web.

Applicant further submits that Tedesco does not disclose or suggest a processing device, wherein the

processing device processes information contained in the request, wherein the processing device identifies or selects an advertisement to provide to the individual upon the individual placing an order to purchase or lease the at least one of a good, a product, and a service, all of which features are still other specifically recited features of independent Claim 21.

Applicant submits that Tedesco does not disclose or suggest the recited processing device which processes the recited information contained in the recited request, wherein the recited processing device identifies or selects an advertisement to provide to the individual upon the individual placing an order to purchase or lease the at least one of a good, a product, and a service.

Applicant further submits that Tedesco does not disclose or suggest a transmitter, wherein the transmitter transmits the advertisement to the communication device, wherein the advertisement is transmitted on or over at least one of the Internet and the World Wide Web, all of which features are still other specifically recited features of independent Claim 21.

Applicant submits that Tedesco does not disclose or suggest the recited transmitter which transmits the recited advertisement to the recited communication device, wherein the recited advertisement is transmitted on or over at least one of the Internet and the World Wide Web.

Applicant further submits that Tedesco does not disclose or suggest the recited apparatus, wherein the processing device monitors the individual's viewing of or participation in the advertisement, and further wherein the processing device determines an amount of at least one of a compensation, a reward, a rebate, and an incentive, earned by the individual, and further wherein the processing device adjusts or reduces a purchase price or a lease price associated with the order by at least a portion of the amount of the at least one of a compensation, a reward, a rebate, and an incentive, all of which features are yet other specifically recited features of independent Claim 21.

Applicant submits that Tedesco does not disclose or suggest the recited apparatus, wherein the recited processing device monitors the individual's viewing of or participation in the recited advertisement, and further wherein the recited processing device determines an amount of at least one of a

compensation, a reward, a rebate, and an incentive, earned by the individual, and further wherein the recited processing device adjusts or reduces a purchase price or a lease price associated with the order by at least a portion of the amount of the at least one of a compensation, a reward, a rebate, and an incentive.

In view of the foregoing, Applicant respectfully submits that Tedesco does not disclose or suggest many of the specifically recited features of independent Claim 21. Applicant further submits that Tedesco does not disclose or suggest all of the specifically recited features of independent Claim 21.

In view of the foregoing, Applicant respectfully submits that the present invention, as defined by independent Claim 21, is patentable over Tedesco.

In view of the above, Applicant respectfully submits that the present invention, as defined by independent Claim 21, is patentable over the prior art. Applicant further submits that Claims 22-40, which claims depend directly from independent Claim 21, so as to include all of the limitations of independent Claim 21, are also patentable

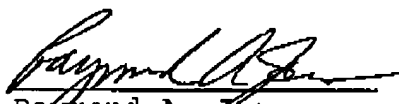
as said Claims 22-40 depend from allowable subject matter. In particular, Applicant respectfully submits that Tedesco not disclose or suggest all of the specifically recited features of independent Claim 21, and, therefore, Tedesco does not disclose or suggest all of the features of each of dependent Claims 22-40.

Allowance of pending Claims 21-40 is, therefore, respectfully requested.

V. CONCLUSION:

In view of the foregoing, the application is deemed to be in condition for allowance and action to that end is respectfully requested. Allowance of pending Claims 21-40 is respectfully requested.

Respectfully Submitted,


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Encl.: - Abstract of the Disclosure

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